

Fig. 1

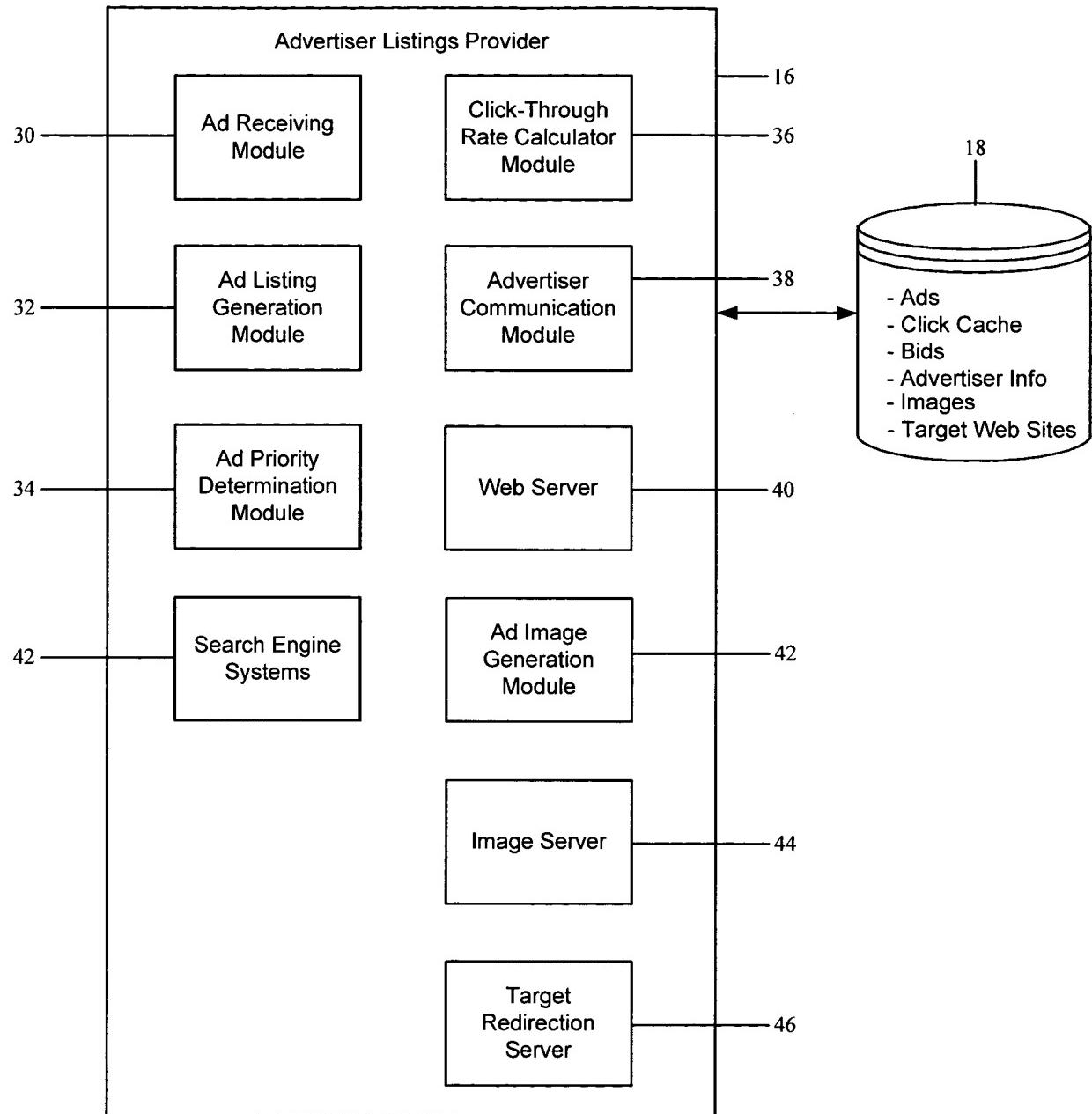


Fig. 2

SIGN UP

CREATE USERNAME & PASSWORD

CHOOSE A USERNAME      Advertiser1

ENTER YOUR EMAIL ADDRESS      Ad1@advertiser1.com

PASSWORD      \*\*\*\*\*

CONFIRM PASSWORD      \*\*\*\*\*

300 — CANCEL      CONTINUE

The form consists of several input fields and labels. At the top, it says 'SIGN UP' and 'CREATE USERNAME & PASSWORD'. Below that, 'CHOOSE A USERNAME' is followed by a field containing 'Advertiser1'. Next is 'ENTER YOUR EMAIL ADDRESS' with a field containing 'Ad1@advertiser1.com'. Then there are two password fields, both containing '\*\*\*\*\*'. At the bottom, there are 'CANCEL' and 'CONTINUE' buttons. To the left of the form, the number '300' is preceded by a short horizontal line.

Fig. 3

PLACE ADVERTISEMENT USING SEARCH TERM	
PRIMARY ADVERTISEMENT	
ENTER SEARCH TERM	video game
ENTER LISTING TITLE	V-G video games for sale
ENTER DISPLAY URL	www.v-g.com
ENTER TARGETED URL	www.v-g.com/model52.html
ENTER DESCRIPTION	V-G has games for all interests
SUBMIT PRICING	\$0.20
ADD OTHER SEARCH TERMS	
CANCEL	SUBMIT & CONTINUE

400

Fig. 4(a)

PLACE ADVERTISEMENT USING SEARCH TERM		
ALTERNATIVE ADVERTISEMENT		
ENTER SEARCH TERM	video games	402
ENTER LISTING TITLE	V-G - we got games	404
ENTER DISPLAY URL	www.v-g.com	406
ENTER TARGETED URL	www.v-g.com/model52.html	408
ENTER DESCRIPTION	V-G basketball online - WE GOT GAME!	410
SUBMIT PRICING	\$0.25	412
ADD OTHER SEARCH TERMS		
CANCEL	SUBMIT & CONTINUE	

Fig. 4(b)

CONFIRM LISTINGS FOR SEARCH TERMS						
#	SEARCH TERM	TITLE	URL	PRICE	RANK	
1	video games	V-G video games on sale	www.v-g.com	\$0.20	3	<input type="button" value="EDIT"/>
2	video games	V-G WE GOT GAMES		\$0.25	1	<input type="button" value="EDIT"/>
3						<input type="button" value="EDIT"/>
4						<input type="button" value="EDIT"/>

"Method and System for Dynamic Textual Ad Distribution Via Email"

Applicants: Kevin RJB DONOVAN, et al.

Attorney Docket No. 54941.000033

PLACE ADVERTISEMENT ON LEVEL NODES		
CHOOSE CATEGORIES BASED UPON KEYWORD		
CHANNEL LEVEL NODES	SUBJECT LEVEL NODES	DOCUMENT LEVEL NODES
<input type="checkbox"/> ALL SUGGESTED CATEGORIES <input type="checkbox"/> PREGNANCY <input type="checkbox"/> PARENTING <input type="checkbox"/> BREASTFEEDING <input type="checkbox"/> PREGNANCY/BIRTH <input type="checkbox"/> POST PARTUM		
<input type="checkbox"/> ARTS & ENTERTAINMENT <input type="checkbox"/> AUTOMOTIVE <input type="checkbox"/> COMPUTING & TECHNOLOGY <input type="checkbox"/> EDUCATION <input type="checkbox"/> HEALTH & FITNESS <input type="checkbox"/> HOUSE & HOME <input type="checkbox"/> JOBS & CAREERS <input type="checkbox"/> MONEY <input type="checkbox"/> PARENTING & FAMILY		
<input type="button" value="CANCEL"/>	<input type="button" value="SAVE &amp; CONTINUE"/>	

600

Fig. 6

PLACE ADVERTISEMENT ON LEVEL NODES		
CHOOSE CATEGORIES BASED UPON KEYWORD		
<input type="checkbox"/> ALL SUGGESTED CATEGORIES		
<input type="checkbox"/> PREGNANCY		
<input type="checkbox"/> PARENTING		
<input type="checkbox"/> BREASTFEEDING		
<input type="checkbox"/> PREGNANCY/BIRTH		
<input type="checkbox"/> POST PARTUM		
CHANNEL LEVEL NODES	SUBJECT LEVEL NODES	DOCUMENT LEVEL NODES
<input checked="" type="checkbox"/> PARENTING & FAMILY	<input type="checkbox"/> ADOPTION <input type="checkbox"/> DAYCARE/PRESCHOOL <input type="checkbox"/> FATHERHOOD <input type="checkbox"/> PREGNANCY/BIRTH <input type="checkbox"/> SINGLE PARENTS <input type="checkbox"/> STAY-AT-HOME PARENTS <input type="checkbox"/> PARENTING SPECIAL NEEDS <input type="checkbox"/> PARENTING: BABIES & TODDLERS	
<input type="button" value="CANCEL"/>		<input type="button" value="SAVE &amp; CONTINUE"/>

700

Fig. 7

PLACE ADVERTISEMENT ON LEVEL NODES		
CHOOSE CATEGORIES BASED UPON KEYWORD		
<input type="checkbox"/> ALL SUGGESTED CATEGORIES		
<input type="checkbox"/> PREGNANCY		
<input type="checkbox"/> PARENTING		
<input type="checkbox"/> BREAST FEEDING		
<input type="checkbox"/> PREGNANCY/BIRTH		
<input type="checkbox"/> POST PARTUM		
CHANNEL LEVEL NODES	SUBJECT LEVEL NODES	DOCUMENT LEVEL NODES
<input checked="" type="checkbox"/> PARENTING & FAMILY	<input checked="" type="checkbox"/> PREGNANCY/ BIRTH	<input type="checkbox"/> GETTING PREGNANT <input type="checkbox"/> SIGNS & SYMPTOMS <input type="checkbox"/> PREGNANCY <input type="checkbox"/> PRENATAL TESTS <input type="checkbox"/> LABOR & BIRTH <input type="checkbox"/> POST PARTUM <input type="checkbox"/> YOUR BABY <input type="checkbox"/> BREAST FEEDING <input type="checkbox"/> PREGNANCY LOSS
<input type="button" value="CANCEL"/>		<input type="button" value="SAVE &amp; CONTINUE"/>

PLACE ADVERTISEMENT ON LEVEL NODES	
<b>CONFIRM LISTINGS</b>	
<input checked="" type="checkbox"/>	PREGNANCY
<input checked="" type="checkbox"/>	LABOR & BIRTH
<input checked="" type="checkbox"/>	POST PARTUM
<input checked="" type="checkbox"/>	YOUR BABY
<input checked="" type="checkbox"/>	BREAST FEEDING
UNCHECK THE CATEGORIES THAT YOU DO NOT WANT AND CLICK 'UPDATE CHANGES' BEFORE SAVING.	
900	
<input type="button" value="CANCEL"/>	<input type="button" value="UPDATE CHANGES"/>
<input type="button" value="SAVE &amp; CONTINUE"/>	

Fig. 9

PLACE ADVERTISEMENT ON LEVEL NODES	
PRIMARY LISTING: PARENTING & FAMILY/PREGNANCY/BIRTH/ BREAST FEEDING	
ENTER LISTING TITLE	B-P breast pumps for sale 1002
ENTER DISPLAY URL	www.b-p.com/modelB 1004
ENTER TARGETED URL	www.b-p.com/modelB 1006
ENTER DESCRIPTION	Purchase now...limited time offer on B-P breast pumps 1008
SUBMIT PRICING	\$0.12 1010
CANCEL	SUBMIT & CONTINUE

Fig. 10(a)

PLACE ADVERTISEMENT ON LEVEL NODES	
ALTERNATE LISTING: PARENTING & FAMILY/PREGNANCY/BIRTH/ BREAST FEEDING	
ENTER LISTING TITLE	b-p breast pumps 1002
ENTER DISPLAY URL	www.b-p.com 1004
ENTER TARGETED URL	www.b-p.com 1006
ENTER DESCRIPTION	B-P - when only the best will suit your baby 1008
SUBMIT PRICING	\$0.15 1010
CANCEL	SUBMIT & CONTINUE

Fig. 10(b)

PLACE ADVERTISEMENTS ON LEVEL NODES						
CONFIRM LISTINGS						
#	CATEGORY	TITLE	URL	BID	RANK	
1	PREGNANCY	BREAST PUMPS	www.b-p.com	\$10	2	<input type="button" value="EDIT"/>
2	LABOR & BIRTH	BREAST PUMPS	www.b-p.com	\$.08	2	<input type="button" value="EDIT"/>
3	POST PARTUM	BREAST PUMPS	www.b-p.com	\$.02	3	<input type="button" value="EDIT"/>
4	YOUR BABY	BREAST PUMPS	www.b-p.com	\$.05	5	<input type="button" value="EDIT"/>
5	BREAST FEEDING	BREAST PUMPS	www.b-p.com	\$.15	1	<input type="button" value="EDIT"/>

Fig. 11

SIGN UP				
PROVIDE CONTACT INFORMATION				
FIRST NAME	John	1202		
LAST NAME	Advertiser	1204		
COMPANY NAME	Advertiser1.com	1204		
STREET ADDRESS	100 Advertiser.way	1206		
CITY	1210	Adville	1208	
STATE	New York	ZIP	55555	1212
COUNTRY	USA	1214		
YOUR PRIMARY EMAIL ADDRESS	john@advertiser1.com	1216		
PHONE NUMBER	555-555-5555	1218		
FAX NUMBER	555-555-5556	1220		
INDUSTRY	Consumer Health	1222		
<input type="button" value="CANCEL"/>	<input type="button" value="SAVE &amp; CONTINUE"/>			

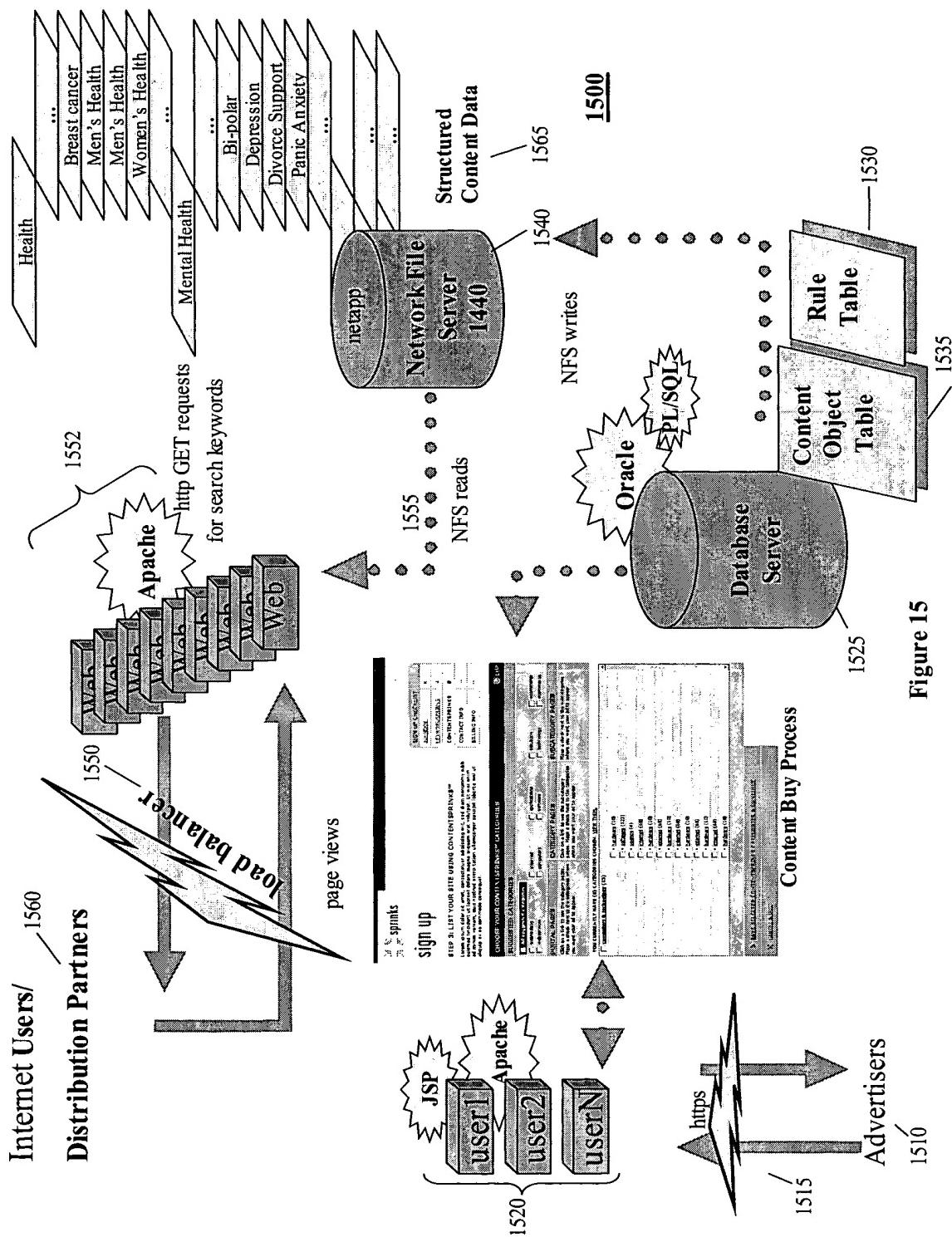
Fig. 12

<b>SIGN UP</b>	
<b>PROVIDE BILLING INFORMATION</b>	
CREDIT CARD INFORMATION	
CARD TYPE	Visa
CARD NUMBER	555-5555-5555-5555
EXPIRATION DATE	12      05
SECURITY CODE (IF APPLICABLE)	982
<b>ACCOUNT AUTO-REPLENISH</b>	
SIGN ME UP FOR AUTO-REPLENISH	<input checked="" type="checkbox"/> 1304
WHEN MY ACCOUNT BALANCE REACHES	\$ <input type="text"/>
CHARGE MY CARD FOR THIS AMOUNT	\$ <input type="text"/> 1300
<b>BILLING ADDRESS</b>	
<input checked="" type="checkbox"/> SAME AS MY CONTACT ADDRESS	
FIRST NAME	<input type="text"/>
LAST NAME	<input type="text"/>
STREET ADDRESS	<input type="text"/> 1306
CITY	<input type="text"/>
STATE <input type="text"/>	ZIP <input type="text"/>
COUNTRY <input type="text"/>	
<input type="button" value="CANCEL"/>	<input type="button" value="SAVE &amp; CONTINUE"/>

Fig. 13

ACCOUNT REGISTRATION SUMMARY	
YOU SIGNED UP FOR THE FOLLOWING:	
(#) SEARCH ITEMS	<input type="button" value="EDIT"/>
(#) NODE LEVEL LISTINGS	<input type="button" value="EDIT"/>
CONTACT INFORMATION	John Doe JoDo Industries 72 Bedford Street New York, NY 11014 USA (FAX) 646-555-1111 (PH) 646-555-1212
	<input type="button" value="EDIT"/> 1400
BILLING INFORMATION	
CREDIT CARD: AM EX NO. 5555555555 exp. 9999	<input type="button" value="EDIT"/>
AUTO-REPLENISH IS ACTIVE	<input type="button" value="EDIT"/>
BILLING ADDRESS	72 Bedford Street New York, NY 11014 USA
	<input type="button" value="EDIT"/>
<input type="button" value="CANCEL"/>	<input type="button" value="REGISTER"/>

Fig. 14



Keyword	Advertiser	Ad	Period	Click Through Rate	Price	RPM	Current Rank	New Rank
DVD	ABC, Inc.	Prim	8/20/02	20%	0.25	50.00	1	1
DVD	DEF, Inc.	Prim	8/20/02	10%	0.24	24.00	2	3
DVD	GHI, Inc.	Prim	8/20/02	12%	0.21	25.20	3	2
DVD	JKL, Inc.	Sec	8/20/02	2%	0.15	3.00	4	9
DVD	MNO, Inc.	Prim	8/20/02	3%	0.14	4.20	5	8
DVD	PQR, Inc.	Sec	8/20/02	15%	0.12	18.00	6	4
DVD	STU, Inc.	Sec	8/20/02	6%	0.12	7.20	6	5
DVD	VWX, Inc.	Prim	8/20/02	7%	0.10	7.00	8	6
DVD	YZ, Inc.	Prim	8/20/02	10%	0.05	5.00	9	7

Fig. 16

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Advertiser	Distribution Type	Distribution Value	Ad	RPM	Active Ad	New Active Ad
ABC, Inc.	Keyword	DVD	#1	50.00	#1	#3
ABC, Inc.	Keyword	DVD	#2	47.00	#1	#3
ABC, Inc.	Keyword	DVD	#3	52.00	#1	#3
ABC, Inc.	Keyword	DVD	#4	15.00	#1	#3
DEF, Inc.	Content	Pregnancy.About.com	#1	25.00	#1	#1
DEF, Inc.	Content	Pregnancy.About.com	#2	15.00	#1	#1

Fig. 17

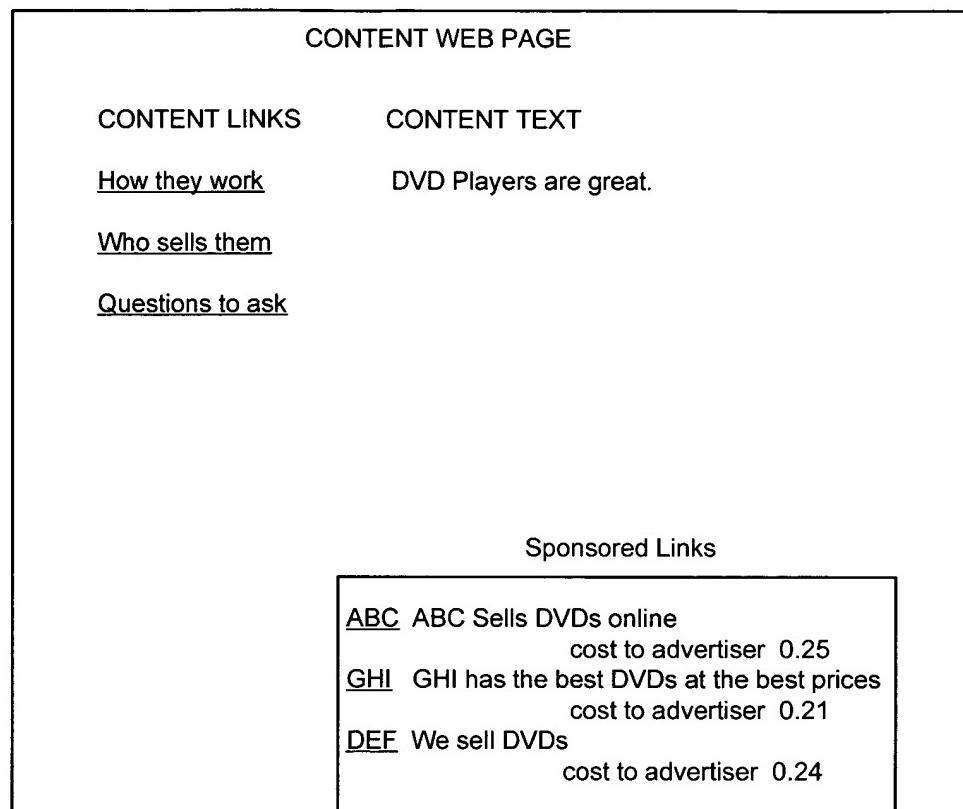


Fig. 18

Advertiser ABC, Inc.  
Keyword DVD

Advertisement	Period	RPM
Ad #1	8/15/02 0400-1200	50.00
Ad #2	8/15/02 0400-1200	47.00
Ad #3	8/15/02 0400-1200	51.00
Ad #1	8/15/02 1200-1800	50.00
Ad #2	8/15/02 1200-0800	40.00
Ad #3	8/15/02 1200-1800	56.00
Ad #1	8/15/02 1800-2400	50.00
Ad #2	8/15/02 1800-2400	51.00
Ad #3	8/15/02 1800-2400	42.00
Ad #1	8/15/02 0000-0400	50.00
Ad #2	8/15/02 0000-0400	32.00
Ad #3	8/15/02 0000-0400	40.00

Fig. 19

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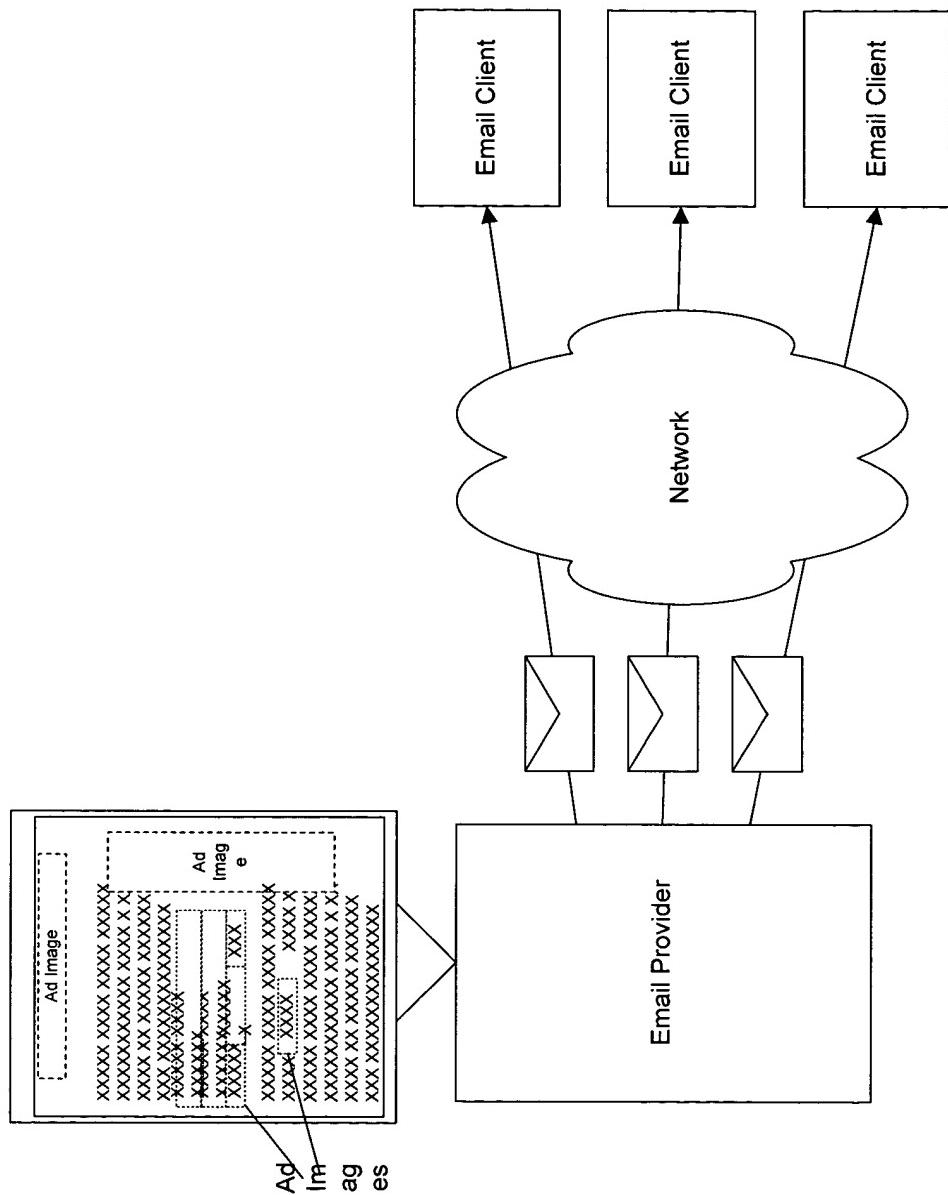


Fig. 20

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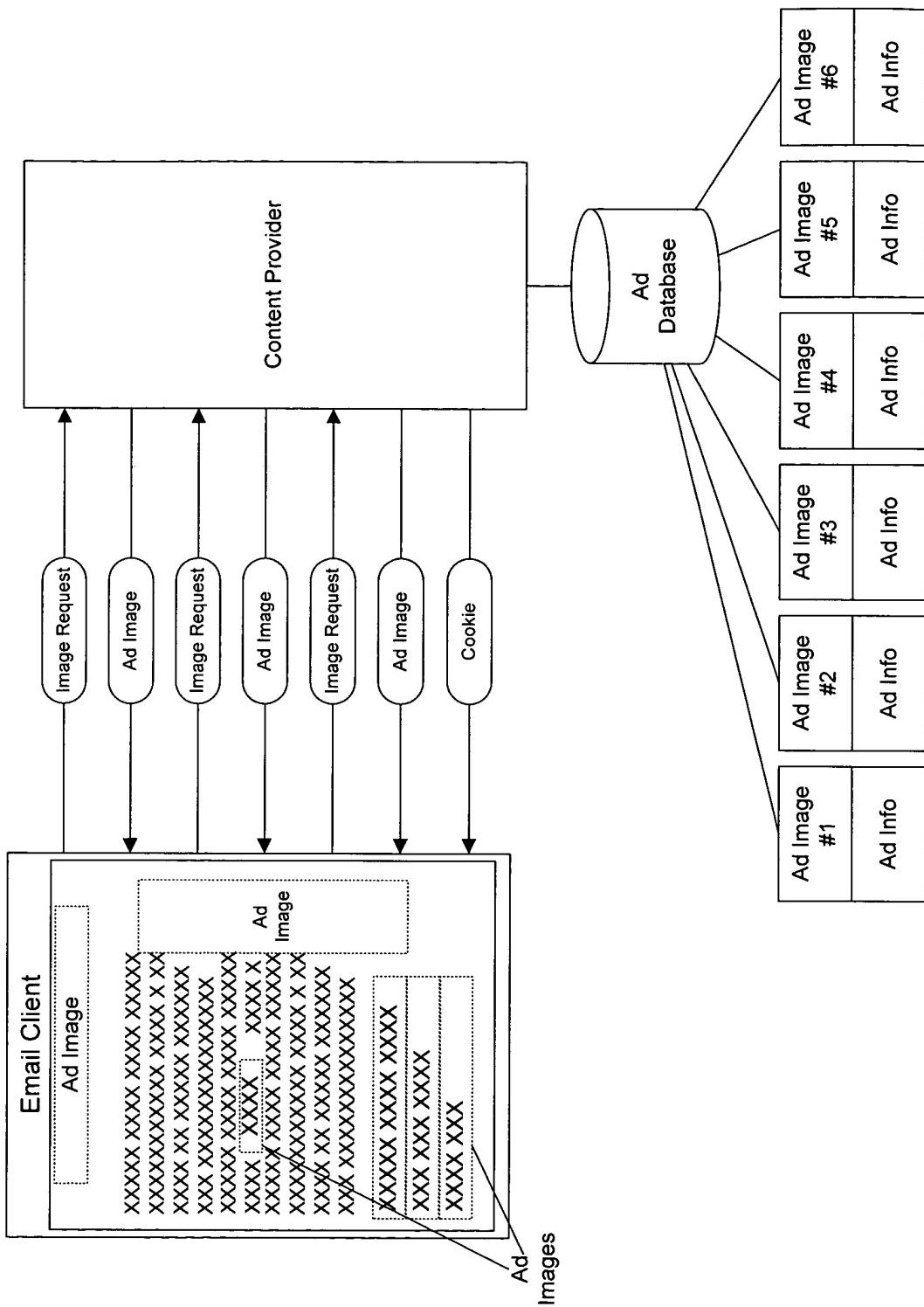


Fig. 21

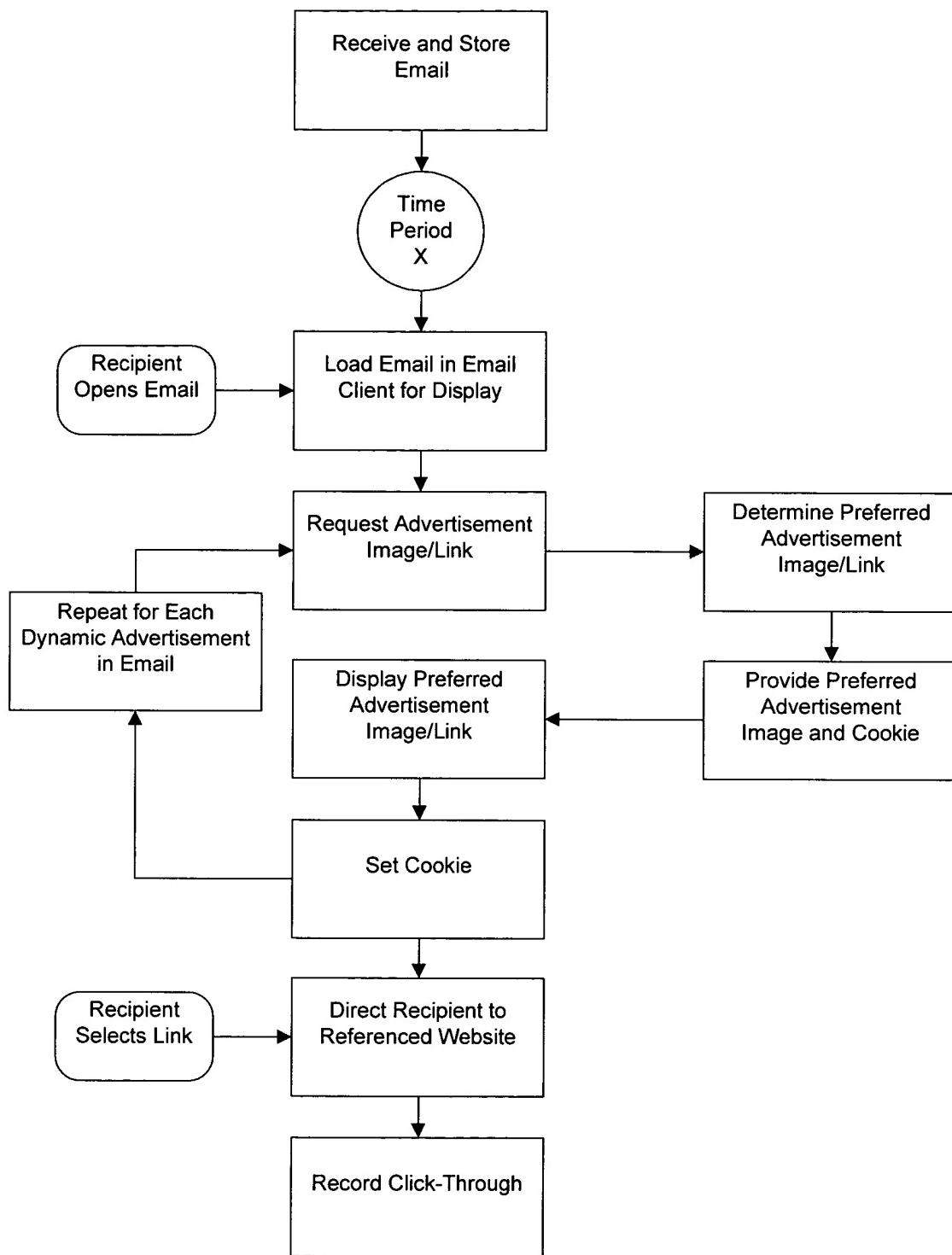


Fig. 22

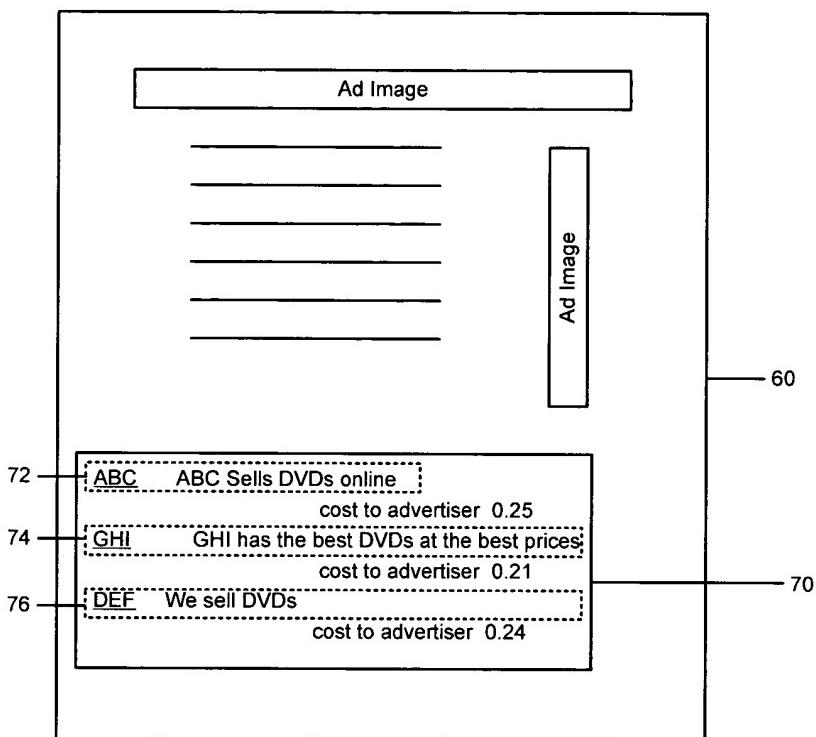


Fig. 23